

Office of Economic Development

2011 WMBE OUTREACH PLAN

POLICY STATEMENT:

In accordance with Ordinance 119603, Executive Order, 01-02, and Seattle Municipal Code 20.42, the City encourages all of its Departments to be inclusive of underrepresented business communities, and strives to use all legal means to see that minority-owned and women-owned businesses do not face unfair barriers in their competition for City contracts and in their successful performance of those contracts.

Any voluntary targets established in a Department Outreach Plan shall be reasonably achievable, however, no utilization requirements shall be a condition of contracting, except as may be allowed under RCW 49.60.400.

2011 VOLUNTARY TARGET FOR OED

PURCHASING & CONSULTANT VOLUNTARY TARGET:

20.00%

CONSTRUCTION VOLUNTARY TARGET:

N/A

KEY ACTIONS:

PURCHASES

2010 WMBE UTILIZATION

12.50%

2011 DEPARTMENT BUDGET

\$100,000 annual estimate with for profit vendors – General Fund

2011 STRATEGIES AND EFFORTS IN WMBE OUTREACH

Blanket Contracts:

In 2010, less than five percent of OED's discretionary purchases have utilized vendors with Blanket Contracts. Typically, OED's Blanket Contract purchases are for commodities such as office supplies, computer/printer hardware and supplies, copy machine lease, printing and travel arrangements. City purchasing rules require that OED utilize Blanket Purchase Contracts when available. In 2010, almost 50% of OED's blanket contract purchases were with WMBE vendors, demonstrating success in our efforts to encourage WMBE utilization to OED staff that initiate purchases. OED will continue to encourage increased opportunities for Blanket Purchase Contracts with WMBEs and have specifically focused our efforts in 2011 on printing and supplies. Our specific target is 45% of Blanket Contract purchases will utilize WMBE vendors.

Purchase Contracts:

Approximately 76% of OED's annual budget is expended through purchase contracts with non-profit agencies to provide direct services and/or implement projects and programs throughout the city. Historically very few purchase contracts are executed in OED with for profit vendors. While there may be minimal opportunities for significant investment with WMBEs utilizing purchase contracts, OED staff are regularly informed of WMBE goals and performance, are familiar with the City's Vendor and Contractor Registration (VCR) database and utilize some of our unique community based programming to provide direct, targeted outreach to women and minority owned businesses, particularly immigrant and refugee entrepreneurs, such that these vendors may benefit from increased City investment even though it may not originate from our office.

OED programs are specifically designed to provide direct service to business. Examples of OED programs that support the stability and growth of WMBE businesses are detailed below.

In 2011, OED will continue its efforts to provide WMBEs with the maximum practicable opportunities to do business with the City. In addition, OED will continue its outreach efforts to WMBEs by encouraging them to

register and self-identify on VCR through face to face business contacts, *City Business Casual*, our monthly business networking event, community forums and chamber events.

Direct Vouchers:

While historically representing a little over one third of the total dollar investment of OED's annual discretionary purchases, Direct Voucher payments involved half of the total vendors receiving payment of discretionary resources from OED in 2010. The opportunity exists for OED to increase the percentage of WMBEs providing goods or services paid for via Direct Voucher. Through the outreach efforts described above and continued efforts to employ a pre-purchase vendor selection strategy that includes identifying available WMBEs offering identical or comparable commodities, OED can realize a goal that 15% of total direct voucher purchases utilize WMBEs.

Community Outreach Efforts:

The Office of Economic Development (OED) has various programs that help expand and nourish the local economy. OED's work is grounded in the notion that providing long-term strategies to retain the competitiveness of the local industry improves the economic health of Seattle and creates jobs for our residents. Some of these long-term strategies include programs that cover a broad range of assistance for small- and medium-sized businesses. An assessment of OED's purchasing opportunities, published policy and ambitious WMBE investment target suggests a strong organizational commitment to maximizing utilization of WMBEs. The following table describes some of the specific programmatic efforts of OED staff and their community partners to support WMBE businesses:

| OED Program Activity | Target Population | Service Mechanism | Goals/outcomes |
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| Business retention and expansion | WMBE businesses with 50 employees or less and \$10 million dollars in annual revenue | Staff and contracted partners | 10% of 700 total industry visits with WMBE companies |
| Purchasing and procurement education | WMBE businesses that are not registered as a vendor with the City of Seattle | WMBE businesses that are not registered with the City as a vendor will be assisted with the registration process, connected with procurement agents, and encouraged to attend FAS's Meet and Greets, and OED's <i>City Business Casuals</i> . Working with Tabor 100 to market these events to WMBE businesses. | Increase FAS WMBE vendor roster by 10 businesses and provide technical assistance to registered WMBE businesses |
| Marketing financing products | WMBE businesses with 50 employees or less and \$10 million dollars in annual revenue | Conduct visits with targeted WMBE businesses that are looking to expand and, qualify them for lending products such as the Grow Seattle Fund, energy efficiency fund, and RVCDF loan programs. | Assist 3 WMBE businesses with financing the expansion of their companies |

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| Technical assistance - business financial training | Immigrant owned businesses | OED contracted with Washington CASH as service provider using CDBG funds. | <ul style="list-style-type: none"> •40% of attendees will start or expand businesses •Trainings will serve a minimum of 100 participants •40 businesses will receive a minimum 10 hours of service •10 series of business development workshops will be facilitated targeting underserved populations with a particular focus on East African and Vietnamese low-income entrepreneurs. |
| Healthy Foods Here - Business Support program. | Ethnic grocery and convenience store owners in the Central District, Southeast Seattle and Southwest Seattle | Staff and contracted community partners to provide outreach to business. | 25 - 35 businesses in 2011, over 85% of which are WMBE. |
| Entrepreneurial Training | Immigrant and refugees, WMBE businesses | Contracted partners: CCD and Washington CASH | 40 - 60 businesses receive support and training |
| The <i>Only in Seattle Initiative</i> provides grants and training to neighborhood business districts to create and implement comprehensive strategies to revitalize their districts. The business districts that we fund have a high proportion of WMBE businesses. | Small businesses within selected neighborhood business districts. Districts funded in 2011 include: Chinatown/ID and Little Saigon, Central Area at 23rd and Jackson and Union, Martin Luther King Jr. BLVD at Othello and Graham, Rainier Beach, Columbia City, White Center, University District, Beacon Hill, Pioneer Square and Ballard | OED staff members oversee contracts with the business organizations leading the work and provide technical assistance in implementing the plans. | The goal for 2011 is for OED to conduct outreach to 3-4 businesses within each district. Of these businesses, 30% will be women/minority owned. In addition, neighborhood business districts will report on numbers of WMBE businesses in their districts in order to set outreach targets for next year. |

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| Connect directly with the local business community via our <i>City Business Casual</i> series. | Seattle business community. | Monthly, informal gatherings that provide the Seattle business community with regular, direct access to business-focused city officials, including influential city leaders and key department heads and representatives. Close collaboration and information exchange are essential for Seattle businesses to build and grow. <i>City Business Casual</i> is a great way to facilitate growth in Seattle's thriving local business community. | On average, 75 businesses attended this monthly networking event in 2010 with the numbers increasing over the last three months. It's estimated that no less than 10% of attendees represent WMBE businesses. |
| Community Power Works Program | This program is designed to assist medium-sized grocery stores access funding for energy conservation improvements. The majority of outreach for this program occurs in South Seattle. | Staff and community partners. | Outreach to 30 stores. We assume that up to 50% of them will have WMBE ownership. |
| South Park | Business consulting services, technical assistance and marketing assistance due to the effect of the closure of the 16th Ave S. bridge. | Staff and community partners. | Outreach to approximately 15 WMBE businesses along 14th S. corridor. |

| CONSULTANT SERVICES | |
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| 2010 WMBE UTILIZATION 12.69% | |
| 2011 DEPARTMENT BUDGET \$140,000 annual estimate with for profit vendors – General Fund | |
| 2011 STRATEGIES AND EFFORTS IN WMBE OUTREACH <p style="text-align: center;"><u>Consultant Contracts:</u></p> Historically, approximately half of OED's annual discretionary purchases involve the specialized use of consultants. This is also an area where OED has typically been very successful in soliciting and awarding contracts to WMBEs. For 2011, OED will continue our efforts of effective staff training, the outreach efforts described above and continued utilization of existing City resources such as the VCR database and Consultant roster. Our specific objective is to continue to meet or exceed our published goal. | |

Community Outreach Efforts:

See above

DEPARTMENT OUTREACH STAFF:

Tim Rash
Finance and Operations Director

DEPARTMENT ENDORSEMENT:

Steve Johnson, OED Director

Date